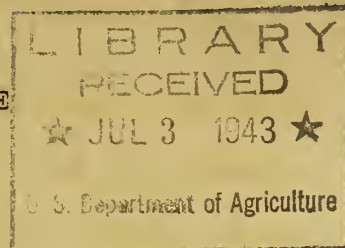


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UNITED STATES DEPARTMENT OF AGRICULTURE
FOOD DISTRIBUTION ADMINISTRATION
Great Lakes Region
5 S. Wabash Avenue
Chicago, Illinois



FOR IMMEDIATE RELEASE

June 8, 1943

Talk made by Clyde L. Herring, Senior Assistant to Administrator Prentiss M. Brown, Office of Price Administration, before a joint meeting of Cattle and Beef Industry Advisory Committee and members of the War Meat Board at Chicago, Illinois, June 8, 1943.

Administrator Brown fully intended to be with you here today and asked me to make his apologies, and to assure you of his deep interest and confidence in the purposes and personnel of the War Meat Boards. Perhaps I should say that I am not entirely unfamiliar with the production of meat. For several years I ranched in Colorado with a herd of five thousand long-horn cattle and partly at the same time and afterwards, I fed out many thousands in Iowa. For a number of years I have been more or less familiar with the consumers view point. In fact, up until the time John Madigan put in effect his rationing program. Since then, living at a Washington hotel, I have had little opportunity to know much of any kind of meat from the consumer standpoint.

The Office of Price Administration concurred with the statements made by the representative of the War Food Administration in outlining the importance and the nature of the nation's number one food problem. The Administrator of the Office of Price Administration assures me he is fully in accord with the objectives of the Memorandum of Understanding between the War Food Administration, the United States armed forces, and the Office of Price Administration, which memorandum he signed. All of us realize, I am sure, that the complex problems which will confront this board arise out of the existence of total war. In war time it goes without saying that the armed forces must be certain of obtaining

their food requirements. A great many of the difficulties we have encountered are the result of the need for operating a war-time meat program under a general policy of inflation control. To accomplish inflation control as it affects meat and food items, and at the same time give incentive to the production of those items that are necessary for our fighting forces and civilian population, is a real problem.

I am certain it is not necessary for me to speak on behalf of the general policy of inflation control. We all realize fully the disastrous consequences of a run-away inflation, and you, as members of the livestock and meat industry, are certainly conscious of the difficulties of operating an industry so complex as the livestock and meat industry under a price control program. Administrator Brown asked me to say to you that he signed the Memorandum of Understanding creating the War Meat Board because of his confidence in the principles stated therein as evidencing the best approach to the solution of those complex industry problems. It is because of this confidence in the principles of the War Meat Board that he assures you of the full support of the Office of Price Administration, including both the Food Price and the Food Rationing Divisions, who work with you, and your various advisory committees, in obtaining the objectives and in actually accomplishing the best possible war time management of the nation's meat supply.

As all of us are aware, the Office of Price Administration operates under certain laws and cannot take action which is contrary to the letter and intent of such laws and directives. We are controlled by certain Executive Orders, such as the recent Hold-the-Line Order, which stated that there must be no upward price adjustments which increase the cost of living. Within this over-all policy, it is the responsibility of all who have part in the functioning of the War Meat Board to work

out courses of action which will result in the minimum of disturbance to the entire meat industry. With an industry as sensitive to price as is the livestock and meat industry, it is not surprising that its operations under fixed maximum prices have created disturbing and difficult situations.

The Office of Price Administration is fully aware of what has occurred. Neither the government nor the industry has had any extensive experience with this type of complicated price control. Therefore, it is essential that we consult and work out the details of that program together. We look forward to receiving real help and assistance from the War Meat Board in dealing with these difficult problems. The War Meat Board provides a focal point where all of the facts concerning the operation of the War Meat Program can be carefully observed and accurately appraised.

With the limited experience we have had up to this time, it must be clear to all of us that only through cooperation and coordination can the best possible solutions be arrived at. In behalf of the Administrator and those associated with him in the Office of Price Administration, I pledge to you our full-hearted assistance in the immense task which is before you.

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